

Anne Kenney Associates

A View from the Stage:
More Tips to Enhance Your Online Photos



vis·cer·al *adjective*

1. relating to the viscera."the visceral nervous system"
2. relating to deep inward feelings rather than to the intellect.

synonyms: instinctive, instinctual, gut, deep-down, deep-seated, deep-rooted, inward

When my team and I are staging a property, we are very conscious of presenting each room in ways that will evoke an emotional, visceral response from potential buyers. Buyers are not making an intellectual choice as they search for their next home, other than “we need 2 bedrooms, 2 baths, etc.” Even their price range is likely to shift if they find the “perfect” property.

While evoking a visceral response is certainly critical during buyer showings, it’s an equally important criteria for your listings’ online photos. As the first stop in a buyer’s property search, photos must actually work *harder* than showings to engage buyers and incite them to take further action.

Our last few newsletters have focused on critical elements for presenting effective online property photos. This newsletter focuses on TEXTURES. Making sure a room has multiple textures. Even if a design scheme has only one or two hues, such as black and white or gray and white, including multiple textures is essential for evoking a visceral response from potential buyers.

Mix “warm” textures with “cool” textures to establish a balanced and effective presentation.

Textures that reach out from a photo and engage the viewer include:

Warm Textures:

- Fur (faux is fine!)- evokes luxury, comfort, warmth



- Woven textures- nubby upholstery or throws, wool



- Shag-plush rugs or pillows



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- Natural fibers- furniture, rugs



- Wood- furniture or accents



- Terry cloth towels and robe- self- indulgence, comfort, spa-like



- Plants (faux is feng shui fine)- importing nature is key, especially in urban settings.



Cool textures (generally smooth) :

- Glass- sleek, often modern in feel
- Metal- silver, gold/brass, copper



- Leather- furnishings or accents



- Ceramics- stools or decorative accents



- Silk- pillows, comforter--evoke luxury, self-indulgence



- Marble- finishes, decorative accents



Want help maximizing your listing's online photos? We are available to style your photo shoots for ideal presentation to buyers. For more information, visit us at:

www.annekenneyassociates.com



About Anne Kenney Associates

One of the original staging firms in NYC, we are rooted in a value-driven, highly personal approach. At AKA, we offer a full gamut of staging services from Photoshoot styling and DIY staging consultations, to comprehensive staging for Estate, Furnished, and Vacant properties. Our resources run deep- from contractors to landscapers to feng shui consultants. We are known for "breathing life" into vacant spaces and resuscitating furnished ones. Our installations engage buyers and often break property sale's records. We welcome new challenges and the opportunity to serve new clients.

